



## Unique Venues Birmingham hosts West Midlands Hotels and Venues Forum



Pictured from Left to right:

Sarah Millington UVB, Julian Kettleborough thestudio, Mark Woolaston ITV, Nicola Corfield Crowne Plaza Solihull, Ros Wilson Edgbaston, Suzanna Reid Barreiro da Silva UVB, Henrik Court Henrik Court Events, Charlotte Russell PA Life, Christine Page Oomph Sales and Marketing, Mandy Jennings Paje Consultancy Ltd, Noel Sexton View it 360 and Gurmej Pawar Meji Media Events Ltd

**Unique Venues Birmingham (UVB)** welcomed over 40 sales and marketing professionals within the West Midlands to host their quarterly meeting in the Studio, one of the auditoria spaces offered by the venue.

Birmingham Venues are renowned for networking, sharing best practice and industry trends. The West Midlands Hotels and Venues Forum has, over the last 12 months gone from strength to strength, managed by committee members; Ros Wilson, Edgbaston Stadium, Julian Kettleborough, thestudio, Nicola Corfield, Crowne Plaza, Solihull, Sarah Millington and Suzanna Reid Barreiro da Silva, Unique Venues Birmingham.

The membership forum meets quarterly to business network and to hear from keynote speakers within the hospitality industry who present across the spectrum of products and services that support hotels and venues within the sales and marketing.

At the last meeting, 5 speakers presented to the group discussing technology, advertising, the power of the PA in event planning, how to maximise your consortium memberships, incorporating virtual tours into your marketing collateral and how to mentor and coach your teams to success.

Sarah Millington, Sales Manager at UVB and committee member to the West Midlands Hotels and Venues Forum commented: "We were delighted to welcome the members to UVB to showcase our venue and network with hotels and venues within the West Midlands. As a committee member, we are keen to bring members together to network and provide collaborative support to each other to win business into the West Midlands.

It was great to see so many familiar faces and a few new ones to the event and the feedback on our range of speakers has been excellent. Part of the event also allows members to pose questions to our speakers about the industry; what's trending, what's new and the challenges that face our meetings and events industry today."

After the presentations, venues were then invited up to the Shakespeare Memorial Room in the Library where drinks and canapés were served, and a more informal networking took place. Members also enjoyed the spectacular city centre skyline as the sunset on another business day.